CLAIMS:

1. A method comprising:

    receiving information about the dispute in one of a plurality of sub-markets of an online marketplace involving one or more parties;

    determining a proposed resolution of the dispute based at least in part on the one of the plurality of sub-markets of the online marketplace; and

    presenting the proposed resolution to the one or more parties.

2. The method of claim 1 wherein the one of the plurality of sub-markets of the online marketplace comprises one of an automotive sub-market, a travel sub-market, electronics and a real estate sub-market.

3. A system comprising:

    a dispute database configured to store information about a dispute in one of a plurality of sub-markets of an online marketplace;

    an application server operatively coupled to the dispute database to identify the sub-market of the online marketplace in which the dispute occurred, and to present one or more proposed resolutions for the dispute based at least in part on the identified sub-market; and

    a web server operatively coupled to the application server and adapted to deliver the proposed resolution to a device for presentment to the one or more parties.

4   The system of claim 3, wherein the application server aids the parties in identifying issues related to the dispute.

5. A system of claim 3 wherein the one of the plurality of sub-markets of the online marketplace comprises one of an automotive sub-market, a travel sub-market, an electronics sub-market and a real estate sub-market.

6.   A method comprising:

receiving information about a dispute for a transaction involving one or more parties in one of a plurality of sub-markets of an online marketplace;

identifying an issue involved in the dispute over the transaction;

identifying the sub-marketplace of the plurality of sub-marketplaces of the online marketplace in which the dispute occurred;

identifying one or more proposed resolution suggestions to the issue involved in the dispute based at least in part on the identified sub-marketplace; and

presenting the proposed resolution to the one or more parties.

7.   The method of claim 6, wherein the one of the plurality of sub-marketplaces of the online marketplace comprises one of an automotive sub-marketplace, a travel sub-marketplace, an electronics sub-marketplace and a real estate sub-marketplace.

8.   The method of claim 6, wherein identifying one or more proposed resolution suggestions comprises identifying one or more proposed resolution suggestions based upon at least one of (i) the parties involved in the dispute, (ii) the parties' respective commitments, (iii) the parties' historic activity in the online marketplace, and (iv) the parties' historic use of the online dispute resolution system.

9.   A method comprising:

receiving case information about an online dispute involving one or more parties;

identifying a point of entry from which an online dispute resolution (ODR) process was initiated;

determining one or more proposed resolutions for the dispute based at least in part on the point of entry; and

presenting the proposed resolutions to the parties.

10. The method of claim 11, wherein identifying a point of entry comprises identifying one of a plurality of sub-marketplaces of an online marketplace from which the ODR process was initiated, and wherein determining one or more proposed resolutions comprises applying ODR processes specific to the identified sub-marketplace to determine the proposed resolutions.

11. The method of claim 10, further comprising routing the received case information to a specialized ODR software module provided by an ODR system based on the identified sub-marketplace, wherein the specialized ODR software module applies the ODR processes specific to the identified sub-marketplace.

12. The method of claim 10, wherein determining one or more proposed resolutions further comprises determining the proposed resolutions based upon at least one of (i) the parties involved in the dispute, (ii) the parties' respective commitments, (iii) the parties' historic activity in the online marketplace, and (iv) the parties' historic use of the online dispute resolution system.

13. The method of claim 10, wherein identifying a point of entry comprises identifying the point of entry as a process for rating a reputation of a participant of an online marketplace, and wherein determining one or more proposed resolutions comprises applying ODR processes to automatically correct the reputation of the participant within the online marketplace.

14. The method of claim 13, wherein the participant comprises one of a buyer or a seller involved in a transaction within the marketplace.

15. The method of claim 10, wherein identifying a point of entry comprises identifying the point of entry as a process for certification for a seal of approval issued by a verification and compliance system, and wherein determining one or more proposed resolutions comprises applying customized ODR processes for resolving the dispute based on commitments made by one or more of the parties as indicated by the seal.

16.   The method of claim 10, wherein the point of entry is from a description of commercial policies of one of the one or more parties which is included in a post-purchase communication.

17.   The method of claim 10 wherein the point of entry is from one of (i) a reputation management system, (ii) a feedback reputation correction system, (iii) a notification regarding a potential reputation correction process, and (iv) an online payment process.

18.   A online dispute resolution system comprising:

    a dispute database configured to store information about a dispute in an online marketplace involving one or more parties; and

    an application server operatively coupled to the dispute database, wherein the application server determines a point of entry from which an online dispute resolution (ODR) process for the dispute was initiated, and generates a proposed resolution for the dispute based at least in part on the determined point of entry.

19.   The online dispute resolution system of claim 18, wherein the online marketplace comprises a plurality of sub-marketplaces, and the application server determines the point of entry as one of the plurality of sub-marketplaces from which the ODR process was initiated, and applies ODR processes specific to the identified sub-marketplace to determine the proposed resolution.

20.   The online dispute resolution system of claim 19, further comprising a set of ODR modules executing on the application server, wherein each of the ODR modules corresponds to a respective one of the sub-marketplaces and provides an ODR process specific to the respective sub-marketplace.

21.   The online dispute resolution system of claim 20, further comprising a case routing module executing on the application server that routes the received case information to one of the set of ODR modules based on the sub-marketplace identified as the point of entry.

22.   The online dispute resolution system of claim 18, wherein the online marketplace provides a process for updating a reputation of a participant in the marketplace, and wherein the application server determines the point of entry as the process for updating the reputation, and automatically updates the reputation of the participant within the online marketplace based on an outcome of the ODR process.

23.   The online dispute resolution system of claim 22, further comprising a communication module executing on the application server to update a reputation database of the online marketplace.

24.   The system of claim 18, further comprising:

a communication module executing on the application server to communicate with a compliance and verification system that certifies the parties as members of the marketplace and issues electronic seals of approval to the parties prior to the dispute for display within the online marketplace as an indication of pre-commitments made by the parties, and

wherein the application server determines the point of entry as from the compliance and verification system, and applies a customized ODR process for resolving the dispute based on the pre-commitments made by the parties.

25.   The system of claim 24, further comprising a seal member module executing on the application server, wherein the seal member module provides customized messaging throughout the customized ODR process to acknowledge the pre-commitments of the parties as seal members that have been certified by the compliance and verification system.

26.   The system of claim 24, further compliance a compliance escalation module executing on the application server that update a compliance database of the verification and compliance systems throughout the customized ODR process.

27.   The system of claim 24, further comprising a web server operatively coupled to the application server to deliver the proposed resolution to a device for presentment to the parties.

28. A method comprising:

    receiving in an online dispute resolution (ODR) system case information about an dispute involving one or more parties associated with a transaction in an online marketplace;

    remotely accessing a database of the online marketplace to automatically verify the received information; and

    processing the dispute in accordance with the verification.

29. The method of claim 28, wherein remotely accessing a database comprises remotely accessing a database of the online marketplace to automatically verify attributes of at least one of the parties.

30. The method of claim 28, wherein remotely accessing a database comprises remotely accessing a database of the online marketplace to automatically verify attributes of an issue involved in the dispute.

31. The method of claim 28, wherein remotely accessing a database comprises remotely accessing a database of the online marketplace to automatically verify attributes associated with the transaction in the marketplace.

32. The method of claim 28, further comprising automatically verify the received information by remotely accessing a database of a compliance and verification system that issued an electronic seal of certification to at least one of the parties.

33. An online dispute resolution system comprising:

    a communication module to receive case information about an dispute involving one or more parties associated with an electronic commerce transaction in an online marketplace;

    a marketplace verification module that remotely accesses a database of the online marketplace to automatically verify the received information; and

    a dispute resolution engine that identifies one or more potential resolutions for the dispute based at least in part on the verification.

34.   The online dispute resolution of claim 33, wherein the marketplace verification module accesses the database of the online marketplace to verify attributes associated with one or more of the parties.

35.   The online dispute resolution claim 33, wherein the marketplace verification module accesses the database of the online marketplace to verify an issue involved in the dispute.

36.   The online dispute resolution claim 33, wherein the marketplace verification module accesses the database of the online marketplace to verify attributes associated with the electronic commerce transaction in the online marketplace.

37.   The online dispute resolution claim 33, further comprising an application server, and wherein the communication module, the marketplace verification module, and the dispute resolution engine comprise software modules executing on the application server.

38.   The online dispute resolution claim 33 further comprising a web server operatively coupled to the application server capable of delivering the resolution to a device for presentment to the one or more parties.

39.   A method comprising:

receiving case information about an online dispute two or more parties involved in an electronic commerce transaction;

identifying at least one attribute of the parties and at least one issue involved in the dispute;

routing the case information to one of a set of dispute resolution modules executing within an online dispute resolution (ODR) system based at least in part on the identified attribute and the identified issue, wherein each of the dispute resolution modules define a specific ODR process for resolving the dispute;

applying the ODR process defined by the dispute resolution module to which the case information was routed to determine one or more proposed resolutions for the dispute; and

presenting the proposed resolutions to the parties.

40. The method of claim 39, wherein identifying at least one issue comprises identifying a type of a transaction involved in the dispute.

41. The method of claim 39, wherein identifying at least one issue comprises identifying which one of a plurality of sub-marketplaces of the online marketplace the dispute arises.

42. The method of claim 39, further comprising routing the case information to an insurance company when the specific ODR process applied by the dispute resolution modules fail to resolve the dispute

43. The method of claim 39, wherein routing the case information comprises routing the case information to a direct negotiation module that facilitates direct negotiations between the parties.

44. The method of claim 39, wherein routing the case information comprises routing the case information to a fraud claims module to apply a specific ODR process when one the parties alleges fraud or when the identified issue indicates that fraud may be involved.

45. The method of claim 39, wherein routing the case information comprises routing the case information to a general mediation module to allow intervention by an online dispute resolution specialist.

46. The method of claim 39, wherein further comprising routing the case information to an online payment system upon resolution of the dispute.

47. An online dispute resolution system comprising:

a communication module to receive case information about a dispute involving parties associated with an electronic commerce transaction in an online marketplace;

an issue identification module that identifies at least one issue associated with the dispute;

a plurality of dispute resolution modules configured to apply a set of different ODR processes to generate a proposed resolution to the dispute; and

a case routing module that routes the received case information to one of the set of ODR modules based on the identified issue.

48. The online dispute resolution system of claim 47, wherein the plurality of dispute resolution modules includes a direct negotiation module that facilitates direct negotiations between the parties.

49. The online dispute resolution system of claim 47, wherein the plurality of dispute resolution modules includes a fraud claims module to apply a specific ODR process when one the parties alleges fraud or when the identified issue indicates that fraud may be involved.

50. The online dispute resolution system of claim 47, wherein the plurality of dispute resolution modules includes a general mediation module to allow intervention by an online dispute resolution specialist.

51 The online dispute resolution system of claim 47, further comprising a negative reputation notification (NRN) module that monitors a reputation system of the marketplace to identify any recently posted negative reputation ratings.

52 The online dispute resolution system of claim 51, wherein the NRN module issues a message to a party with which the negative reputation ratings is associated, wherein the message includes a link to the online dispute resolution system.

53. The online dispute resolution system of claim 47, further comprising a marketplace verification module that accesses the online marketplace and automatically verifies at least a portion of the case information.

54. The online dispute resolution system of claim 47, wherein the plurality of dispute resolution modules includes a reputation correction module that, based on an outcome of the ODR process, automatically updates a reputation system of the online marketplace to correct reputation feedback for at least one of the parties.

55. The online dispute resolution system of claim 47, further comprising a communication module to provide an application programming interface for communicating with the reputation system of the online marketplace.

56. A method comprising:

receiving case information at an online dispute information system, wherein the case information describes an online dispute involving one or more parties;

determining a proposed resolution of the dispute; and

issuing a communication to a reputation rating system of an online marketplace, wherein the communication directs the reputation rating system to update a reputation rating of at least one of the parties as a function of the resolution.

57. The method of claim 56, further comprising the step of automatically routing the dispute to one of an automated process and a dispute resolution specialist.

58. The method of claim 57, wherein the automatically routing step is dependent upon a type of dispute.

59. The method of claim 56, further comprising the step of automatically notifying the online marketplace of the dispute resolution.

60. The method of claim 56, further comprising the step of automatically notifying the online marketplace if at least one of the one or more parties fails to respond to a notification related to the method.

61. The method of claim 56, further comprising the step of automatically collecting payment for the method, wherein the payment is dependent upon a type of the dispute.

62. The method of claim 56, wherein the reputation rating is positively impacted as a result of a successful resolution of the dispute, and

issuing a communication comprises issuing a communication directing the reputation system to remove a negative feedback associated with the affected one of the parties.

63. The method of claim 56, wherein the reputation rating is positively impacted by completion of resolution of the dispute.

64. The method of claim 56, wherein reputation rating is negatively impacted by a failure of one or more of the parties to complete resolution of the dispute, and

issuing a communication comprises issuing a communication informing the reputation system of the failure of the one or more parties to complete resolution of the dispute.

65. The method of claim 51 wherein the reputation rating is negatively impacted by a failure of one of the one or more parties to accept the proposed resolution, and

issuing a communication comprises issuing a communication informing the reputation system of the failure of the one or more parties to accept the proposed resolution.

66. A system of resolving a dispute in one of a plurality of sectors of an online marketplace involving one or more parties, comprising:

a dispute database configured to store information about the dispute; and

an application server operatively coupled to the dispute database adapted to determine a proposed resolution of the dispute and automatically communicate to a third party reputation rating system to modify a reputation of at least one of the parties as a function of the resolution.

67. A system of claim 66 further comprising a web server operatively coupled to the application server capable of delivering the proposed resolution to a device for presentment to the one or more parties.

68. A system of claim 66 wherein the reputation rating is positively impacted as a result of a successful resolution of the dispute.

69. A system of claim 66 wherein the reputation rating is positively impacted by completion of resolution of the dispute.

70. A system of claim 66 wherein reputation rating is negatively impacted by a failure of one of the one or more parties to complete resolution of the dispute.

71. A system of claim 66 wherein the reputation rating is negatively impacted by a failure of one of the one or more parties to accept the proposed resolution.

72. A method of automatically updating a reputation rating of a first user of an online marketplace in which a second user provides feedback relative to the reputation rating of the first user, the method comprising the steps of:

   monitoring the online marketplace to detect the feedback provided by the second user; and

   issuing a communication to automatically notify the first user of negative feedback from the second user, wherein the communication invites the first user to enter an online dispute resolution process to resolve a dispute on which the feedback is based at least.

73. The method of claim 73, further comprising applying the online dispute resolution process to determine a proposed resolution for the dispute.

74. The method of claim 73, further comprising accessing a reputation system of the online marketplace to automatically correct the feedback based on the resolution.

75. The method of claim 73, further comprising issuing a communication to a reputation system of the online marketplace, wherein the communication directs the reputation system to automatically correct the feedback based on the resolution.

76. The method of claim 73 further comprising the step of accessing the reputation system of the online marketplace to confirm that the feedback has been updated in the online marketplace.

77. The method of claim 72, further comprising applying a set of rules to determine whether to issue the communication.

78.   The method of claim 77, wherein applying a set of rules determining if the feedback is too old to be challenged.

79.   A method of resolving a dispute in an online marketplace involving one or more parties, comprising the steps of:

receiving a commitment for payment for the electronic dispute resolution process from the one or more parties involved in the dispute;

receiving information about the dispute from the one or more parties who have committed to the payment;

receiving payment from the one or more parties who have committed to the payment;

determining a proposed resolution the dispute; and

presenting the proposed resolution to the one or more parties.

80.   A method of resolving a dispute in an online marketplace involving one or more parties, comprising the steps of:

receiving information about the dispute;

determining a time for payment for an electronic dispute resolution process as a function of an attribute of the dispute;

receiving payment for the electronic dispute resolution process;

determining a proposed resolution the dispute; and

presenting the proposed resolution to the one or more parties.

81.   The method of claim 80 wherein the attribute comprises a sector of the online marketplace having a plurality of sectors in which the dispute arises.

82.   The method of claim 80 wherein the attribute comprises a value of the dispute.

83.   The method of claim 80 wherein the time for payment is selected based upon an increased likelihood of effective resolution of the dispute in the electronic dispute resolution process.

84.   The method of claim 80 wherein the time for payment is selected based upon a likelihood of manual intervention during the electronic dispute resolution process.

85.   The method of claim 80 wherein the time for payment is based upon which of a plurality of processes have occurred.

86.   The method of claim 85 wherein the plurality of processes comprises approvals.

87.   The method of claim 80 further comprising the step of determining from which of the one or more parties is responsible for the payment.

88.   A method of administering an online dispute resolution process involving a plurality of disputes, each of the plurality of disputes involving one or more parties, the method comprising the steps of:

        receiving information about the dispute and the involved parties;

        automatically prioritizing the plurality of disputes for handling by a dispute resolution specialist;

        presenting an interface that visually highlights key attributes of the disputes to assist the dispute resolution specialists in providing tailored processes based on the attributes;

        visually displaying alerts if cases are not handled according to parameters defined, where alerts can be sent also by email to specialists and specialist administrators; and

        displaying the plurality of disputes to the dispute resolution specialist based on the prioritization.

89.   The method of claim 88, wherein the attributes comprises membership in a compliance and verification system.

90.   The method of claim 88, wherein the attributes comprises pre-commitments by the parties.

91.   The method of claim 88, wherein the attributes comprises one or more of types of issues present within the disputes, types of the parties involved in the disputes, sales activity, and repeat use of an online dispute resolution system.

92. The method of claim 88 further comprising the step of filtering the plurality of disputes which are displayed to the dispute resolution specialist based upon a filter.

93. The method of claim 92 wherein the filter is based on at least one of an age of each of the plurality of disputes, a length of time since last action of each of the plurality of disputes, and a status of each of the plurality of disputes.

94. The method of claim 88 further comprising present an interface by which a dispute resolution specialist administrator assigns one or more of the plurality of disputes to a different dispute resolution specialist.

95. The method of claim 94, further comprising maintaining data that defines pools of the dispute resolution specialists, wherein presenting an interface comprises presenting an interface by which the dispute resolution specialist administrator can assign the disputes to the pools of dispute resolution specialists.

96. The method of claim 95, further comprising presenting the interface to permit the dispute resolution specialist administrator to task the pools of dispute resolution specialists with respective requirements for responding to the parties, including speed and specific messaging requirements.

97. The method of claim 95, further comprising automatically routing the disputes to the pools of dispute resolution specialists based on factors of the disputes, including issue types, party attributes, marketplace locations, and value of disputes.

98. The method of claim 95, further comprising issuing alerts to inform the dispute resolution specialist administrator when one or more of the pools approach a defined capacity of assigned disputes.

99. The method of claim 95, further comprising issuing alerts to inform the dispute resolution specialist administrator when a response time of one or more of the dispute to their respective assigned disputes drops below a defined response period.

100. The method of claim 95, further comprising presenting the interface to allows the dispute resolution administrators to view current and historic disputes based on attributes of the disputes.

101. The method of claim 100, wherein the attributes comprise at least one of an issue type, a party type, a resolution type, and a sub-marketplace type.

102. A method of resolving a dispute in electronic commerce involving one or more parties, comprising the steps of:

receiving information about the dispute;

obtaining a commitment by one of the parties to a particular form of dispute resolution;

communicating the commitment to the other parties;

obtaining a payment for the particular form of dispute resolution from the another of the one or more parties; and

conducting the particular form of dispute resolution upon obtaining the payment.

103. A method comprising:

accepting a commitment made by an online entity in an online marketplace to a selling practice;

delivering a media object to a device for presentment to a potential buyer in the online marketplace, the media object unique to the online entity and representative of seal of certification of the online entity to the commitment; and

applying an online dispute resolution process in accordance with the commitment to any dispute that arises between the online entity and the potential buyer in the online marketplace

104. The method of claim 103, wherein the selling practice comprises a set of terms of delivery.

105.   The method of claim 103, wherein applying an online dispute resolution process comprises:

        receiving information about the dispute in one of a plurality of sub-markets of the online marketplace;

        determining a proposed resolution of the dispute based at least in part on the one of the plurality of sub-markets of the online marketplace; and

        presenting the proposed resolution to the one or more parties.

106.   The method of claim 105, further comprising

        capturing selling practice information via an online form by the online entity; and

        communicating the selling practice information in connection with delivering the media object to the device.